



RED DEER  
**HOME  
SHOW**

**2024**  
**RED DEER HOME SHOW**  
SPONSORSHIP



# 2024 RED DEER HOME SHOW

March 8<sup>th</sup> - 10<sup>th</sup>, 2024  
Westerner Park, Red Deer, Alberta

The Building Industry and Land Development Association of Central Alberta (**BILD-CA**), has a priority on partnership throughout all yearly events. When you choose to sponsor one of our events, we will work with you to ensure maximum publicity for your business. We want to know about your marketing objectives, strategies and brand positioning. Whether you want full branding across an event or simply a well-positioned stand, we will try to tailor the right package for you. We want to help you get your marketing message across and to benchmark the return on your investment.

We offer several Red Deer Home Show sponsorship opportunities that we can tailor to meet your needs. Below, you will see some of our sponsorship opportunities that our past sponsors have used successfully to promote their business. We can also work with you to create a custom sponsorship opportunity. If you have a promotion of your own that you'd like to offer to the Red Deer Home Show visitors or you have a cross-promotional or advertising idea, please feel free to contact us.

## OVERVIEW:

- Well-established three-day consumer event. BILD - Central Alberta has proudly hosted and managed the Red Deer Home Show since 1979.
- Occupying 125,000 sq ft of exhibit space at the Westerner Park.
- Over 300 booths and 200 exhibitors annually
- The show generates between 8,000 to 10,000 attendees annually
- Educational and entertaining presentations from local and national experts and celebrities

Thank you for your interest in the Red Deer Home Show and hopefully you will choose our show for your yearly marketing strategy.

Chris Windrim  
Executive Director, BILD Central Alberta / Red Deer Home Show  
[chris@bildcentralalberta.ca](mailto:chris@bildcentralalberta.ca)  
[www.reddeerhomeshow.ca](http://www.reddeerhomeshow.ca)  
403-346-5321

## SPONSORSHIP DETAILS

### **TITLE SPONSOR (1)**

**\$7,500**

Exclusive, top-level sponsorship of the Red Deer Home Show will provide maximum exposure at the event for your business. This sponsorship will be customized to fit the needs of your business and marketing goals. When this sponsorship is selected, the entire BILD CA team will schedule a discovery meeting with you.

### **EXHIBITOR LOUNGE & APPRECIATION SOCIAL (1)**

**\$2,500**

A two-hour event that brings exhibitors together at a fun filled reception at the Show - be the title sponsor to increase your brand awareness with local businesses. The sponsorship package includes promotion in pre-Show marketing, on signage at entrance and food stations. 25 - One Day Event Passes.

### **PUBLIC LOUNGE SPONSOR (1)**

**\$2,500**

Attendees and Exhibitors alike are welcomed to take a small, but needed break from walking the show floor in our REFRESH RENEW Lounge. Sponsors may decorate the area and receive the recognition or let us take care of those details. Exact details of the sponsorship package will be determined in following a discovery meeting. 25 - One Day Event Passes.

### **VISITOR BAG SPONSOR (2)**

 **\$2,500**

Non-woven tote bags. Visitors will appreciate this convenience as they visit exhibits and walk through the venue. This bag is the perfect way to advertise your company during the show and will keep your company front and center long after the event has ended.

### **ONLINE TICKET DISCOUNT SPONSOR (1)**

**\$2,000**

Your brand will be promoted as the official sponsor of the online purchase discount. Social media, newsletter and website promotions to purchase ticket online. 25 - One Day Event Passes

### **BELT SANDER SPONSOR (1)**

 **\$1,000**

The Belt Sander races are back which will provide exhibitors and guests a unique experience to see these tools in action to find out who is the fastest of them all. This sponsorship will allow the sponsor to activate the area with their branding, have multiple shoutouts during the event, logo on t-shirts and will be lots of fun for the entire team.

### **PAVILION SPONSOR (3)**

**\$1,000**

The Red Deer Home Show will be hosted in three different Pavilions. For this sponsorship, your business will be the building sponsor for one Pavilion which will be listed in the event program and entrance to the Pavilion.

### **SUPPORTING SPONSOR (Multiple)**

**\$1,000**

Your brand will be promoted in conjunction with the event on all materials promotion materials highlighting sponsors (i.e., website, posters, newsletters, etc.)

### **SOCIAL MEDIA SPONSOR (5)**

 **\$750**

Your brand will be promoted in conjunction with the event with a branded email to past show visitors, inclusion in three posts on the show Facebook page and Instagram account leading up to the show, and special website recognition.

### **KIDS ZONE SPONSOR (2)**

**\$750**

Since the beginning of the Red Deer Home Show, we have always ensured that kids have fun too. Our Kids Zone features Bouncy Castles, Pedal Cars, Face painters / artists, and other fun activities. For this sponsorship, you will receive recognition at the entrance of the Kids Zone and 10 - one day passes.

### **DOOR PRIZE SPONSOR (5)**

**\$500**

Prizes must be approved by show management and can include a gift of equal value.

### **WEB BANNER SPONSOR (Multiple)**

**\$250**

Your company's logo will be showcased on the Red Deer Home Show's official website. We will also provide a link to your company's website, to route the traffic your way. We will also highlight your company's name in the online directory and provide a link to your company's website.

## **OTHER OPPORTUNITIES**

### **CORPORATE (VIP) TICKETS**

Your exclusive opportunity to invite clients, prospects, employees, associates and friends to the upcoming Red Deer Home Show! Purchase Pre-Sale tickets today and save 50% off the regular admission!

### **MEDIA PARTNER**

BILD - Central Alberta invite all media companies the opportunity to submit marketing proposals for the Red Deer Home Show.

### **CUSTOM PACKAGES**

If you do not see something that works for your marketing strategy and would like to discuss creating a unique packaged tailored to your company's please, do not hesitate to contact us with a proposal.

## SPONSORSHIP CONTRACT

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Mail Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

- Title Sponsor - \$7,500
- Exhibitor Lounge & Appreciation Social (Exhibitor Event) - \$2,500
- Public Lounge Sponsor - \$2,500
- Visitor Bag Sponsor - \$2,500
- Online Ticket Discount Sponsor (Attendee promotion) - \$2,000
- Belt Sander Sponsor - \$1,000
- Pavilion Sponsor - \$1,000
- Supporting Sponsor - \$1,000
- Social Media Sponsor - \$750
- Kids Zone Sponsor - \$750
- Door Prize Sponsor - \$500 (or gift of equal value)
- Web Banner Sponsor - \$250
- Other: \_\_\_\_\_

## PAYMENT INFORMATION

- Cheque enclosed (please make cheques payable to BILD - Central Alberta)
- Debit (visit our office during office hours)
- Visa, MasterCard, or Amex (or visit our office during office hours)

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiry Date

\_\_\_\_\_  
Cardholder Name

\_\_\_\_\_  
Sponsor Applicant Signature

\_\_\_\_\_  
Date

Please e-mail your sponsorship form to [chris@bildcentralalberta.ca](mailto:chris@bildcentralalberta.ca)  
or mail to #200, 6700 76 Street, Red Deer AB, T4P 4G6.

# THANK YOU

WE LOOK FORWARD TO WORKING WITH YOU